



**Missouri Travel Barometer**  
**January 2018 Report**  
**(Data available as of 02/08/18)**

The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry with a monthly *Missouri Travel Barometer*. Updated monthly, the barometer shows key travel indicators that - at a glance - illustrate various measurements that affect Missouri's tourism industry and are indicators of its health.

**January Report Highlights**

**Lodging Statistics: 2017 Calendar Year to Date through December**

According to Smith Travel Research, Missouri's statewide lodging average daily room rate and revenue have shown positive growth compared to the same months last year. When compared to our surrounding, competitive states, Missouri has shown stronger growth in ADR and RevPAR while other states are showing stronger growth in Occupancy and Demand.

**Missouri Lodging:**

ADR up 3.9% -- RevPAR up 3.2% -- Occupancy down 0.6% -- Demand up 0.02%

**SIC Tourism business sales and tax collections: 2017 Calendar Year to Date through June**

- For FY17, a 1.5% (\$194.4 million) sales revenue increase is indicated by preliminary reports on 17 SICs for July-June
- For CYTD17, a 1.2% (\$79.5 million) sales revenue increase is indicated by preliminary reports on 17 SICs for Jan-June (More recent SIC sales revenue numbers are unavailable while the Dept. of Revenue transitions to the use of NAICs codes. Comparable NAIC sales revenue numbers should become available within the next few months)

**Website Visits: 2018 Calendar Year to Date through January**

- Total web visits (main site and mobile visits) were down 35.4% for CYTD 2018 (Jan) compared to CYTD 2017
- Total web visits to VisitMO Spotlight (blog) were down 64.0% for CYTD 2018 (Jan) compared to CYTD 2017

**Responses to MDT advertising (requests for travel guide via phone, website, email, etc. or sign up for a newsletter that is emailed based on travel interests): 2017 Calendar Year to Date through January**

- There were 2,897 responses in January – a decrease of 37.8% from January 2016 (This is most likely directly related to advertising cuts due to budget withhold.) However, Champaign, Cincinnati, Evansville, Ft. Wayne, Sioux City, Tri Cities and Youngstown all have YOY growth.

**Welcome Center Visits: 2018 Calendar Year to Date through January**

- For CYTD 2018 the centers were down 45.7% for January 2018 compared to January 2017
- Due to budget cuts, the Welcome Centers started closing on weekends as of August. For FYTD 2018, visits were down 36.9% compared to the same period in FYTD 2017.

**Commercial airport deplanements: 2017 Calendar Year to Date**

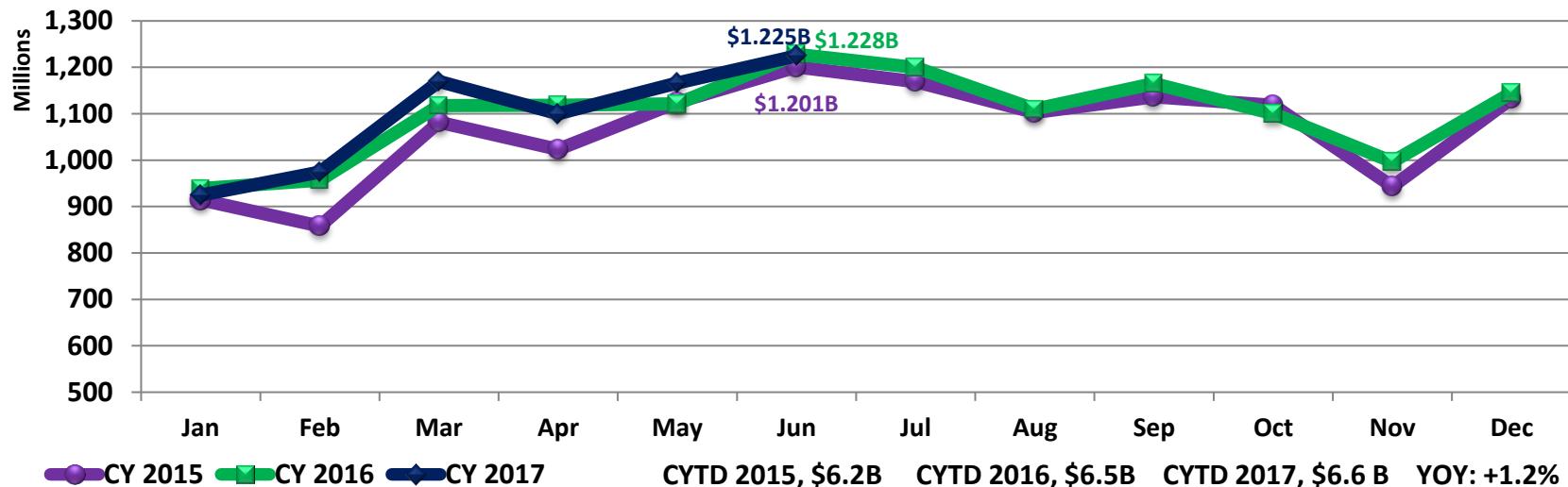
- Joplin up 22.0% for January – October 2017 compared to the same period in 2016
- Kansas City up 4.3% for January – December 2017 compared to the same period in 2016
- Springfield up 4.6% for January – December 2017 compared to the same period in 2016
- All airports up 5.4% for January – October 2017 compared to the same period in 2016

**International Visits to VisitMO.com: Website Activity 2018 Calendar Year to Date through January**

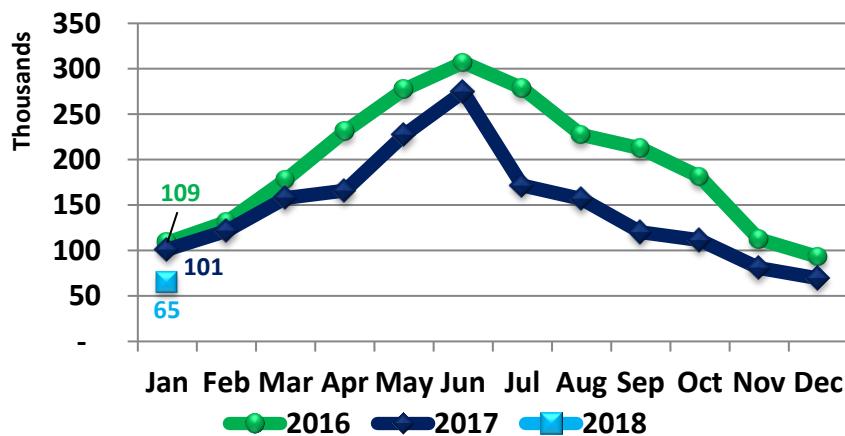
- For CYTD 2018, there have been 2,730 international visits to our website, down 29.5% from CYTD 2017
- Top countries viewing our website are 1. Canada, 2. United Kingdom, 3. Azerbaijan 4. India, 5. Germany, 6. South Korea 7. Australia, 8. France, 9. Italy, 10. Philippines
- Top countries with YOY growth are Azerbaijan up 100%, South Korea up 251.6%, France up 7.5%, and Italy up 34.8%

*Sources: MO Dept. of Revenue, Google Analytics, MDT databases, Federal Bureau of Transportation, Brand USA, and STR, Inc.*

## Sales Revenue from 17 Tourism SICs



Visits to VisitMO (Full & Mobile Sites) by Month



YTD Visits to VisitMO by Site

